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ABSTRACT

This study was undertaken to determine the occupational opportunities available for high school students and graduates in the Northwest R-I School District of House Springs, Missouri. Specific objectives of the survey were (1) to locate possible part-time and full-time career opportunities for youth and adults, (2) to secure occupational information for guidance purposes and curriculum revision, (3) to determine the employers' interest in adult education, and (4) to secure information for industrial and community planning. Eighty-eight and one-half percent of the businesses in the school district responded to the survey questions through personal interviews. The findings show a concentration of employment opportunities in distributive occupations (70.8) and in trade and industrial occupations (14.6). Also, it was found that there are possibly 1,171 vacancies each year due to normal employee turnover and that the employers in the school district anticipate hiring 1,192 new employees during the next year. (The complete community occupations survey, including the survey instrument, is appended.) (LRA)

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ED177281

FINAL REPORT

COMMUNITY OCCUPATIONAL SURVEY
(PROJECT NO. 2271)

HAROLD RICHARDSON

NORTHWEST R-I SCHOOL DISTRICT

HOUSE SPRINGS, MO.

MAY 30, 1978

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MISSOURI DEPARTMENT OF EDUCATION
RESEARCH COORDINATING UNIT
JEFFERSON CITY, MISSOURI 65101

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II ABSTRACT

This study was undertaken to determine the occupational opportunities available for high school students and graduates in the Northwest R-I School district.

The survey included all of the businesses in the Northwest R-I School District except employers of domestic workers and churches. The survey was conducted from April 3, 1978 to April 21. The objectives of the survey were: (1) to locate possible part-time and full-time career opportunities for youth and adults, (2) to secure occupational information for guidance purposes and curriculum revision, (3) to determine the employers' interest in adult education, and (4) to secure information for industrial and community planning.

A list of businesses in the school district was developed from telephone directories, the tax roll of the school district, and personal observation. The personal interview method was used to obtain answers to survey questions. Each of the businesses was sent a letter explaining the purpose and procedures for conducting the survey. The received this letter one day in advance of the personal interview. A news article also preceded the interview.

Eighty-eight and one half percent of the businesses contacted responded to the survey questions. The survey revealed a good job market in the distributive and industrial areas in the school district. Information that is necessary in planning future curricular offerings was obtained.

The follwoing recommendations were made:

1. The programs now offered be kept up to date and current in terms of training our students to enter into the world of work as it changes in our area and on a national level.

2. Further study of the feasability of other cooperative programs for business and office be undertaken. We feel a substantial number of training stations is available in the immediate areas adjacent to the R-I school district and that there would be ample student need and interest for such a program.

3. Although not indicated in the survey, the need for trained people in health occupations indicates the possibility of a program of that nature being beneficial to students and the community alike. A study should be undertaken to determine the level of need for a health occupation program.

4. Increased effort, on the part of teachers and administrators concerned with vocational and cooperative education, be placed on publicizing programs offered by the R-I school district and in giving recognition to those firms which are cooperating with the school in training students for the world of work.

III BODY

A. Statement of the Problem:

In order to help the high school intelligently plan curricular offerings to meet the needs of business and industry, these needs must be determined. It is no longer admissable for local schools to make decisions regarding vocational course offerings without input from the business community.

Information regarding the planned expansion of business and industry as well as the opportunities and requirements of the various occupations in the community is essential to proper curriculum planning for the school district.

The high school is charged with the responsibility of providing programs of study which lead not not only to academic excellence but also occupational competency. If the high school is to accomplish its objectives, it must have a means of obtaining the information necessary to plan and extend its curriculum. Perhaps the best, and certainly the most direct, means of obtaining occupational information is the occupational survey designed to cover every place of employment in the community.

B. Objectives:

1. To locate part-time and full-time career opportunities for youth and adults. The findings show a concentration of employment opportunites in distributive occupations (70.8%) and in trade and industrial occupations (14.6%). Also, it was found that there are possibly 1,171 vacancies each year due to normal employee turnover and that the employers in the school district anticipate hiring 1,192 new employees during the next year.

2. To secure occupational information for guidance purposes and curriculum revisions. The survey results indicated

areas in which the business community was willing to work with the school in training students. Sales, auto mechanics, and office were the areas most frequently identified. Along with the results obtained for the first objectives, this information can be used to help students plan ahead for employment after graduation or for part-time employment during school.

3. To ascertain the employers' interest in adult education. To determine the areas of adult education the employers' desire for their employees, each was asked to select from a list of adult courses. The courses most often selected were sales, management, auto mechanics, office business machines, electronics, math, and drafting. This information will be used in planning future adult offerings.

4. To secure information for industrial and community planning. All of the information obtained in the survey would be of interest to new businesses coming into the area as well as established businesses considering experience.

C. Population and Sample:

The population for this study included all the business firms in the Northwest R-I School District with the exception of employers of domestic workers and churches. A survey of the total population was decided upon to obtain a more accurate picture of employment opportunity and business needs in the school district. The school district is located in the northwest corner of Jefferson County on Missouri highway 30.

D. Conclusions and Recommendations:

See attached "Community Occupational Survey of Northwest R-I School District."

IV ATTACHMENTS

A survey team was selected and trained to interpret employer responses to the Community Occupational Survey. All businesses and industry establishments within the boundaries of the Northwest R-I School District were contacted by an interviewer and asked the survey questions between April 3 and April 21, 1978.

A list of businesses was developed by using telephone directories, the tax roll of the school district, and personal observation of businesses within the school district.

A letter was sent to each of the businesses surveyed explaining the purpose and procedures of the study. This letter was mailed so that it would be received a day or two before the interviewers would begin. A news article preceded the conducting of the study.

The completed survey instrument was tabulated and compiled into a final form using frequency and percentages. These results were then presented to the Local Advisory Council for Vocational Education and the Northwest R-I School Board of Education.

COMMUNITY OCCUPATIONAL SURVEY

OF

NORTHWEST R-I

SCHOOL DISTRICT

HOUSE SPRINGS, MISSOURI

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INTRODUCTION

To help the high school intelligently plan curricular offerings to meet the needs of business and industry these needs must be determined. It is no longer admissable for local schools to make decisions regarding vocational course offerings without input from the business community.

Information regarding the planned expansion of business and industry as well as the opportunities and requirements of the various occupations in the community is essential to proper curriculum planning for the school district.

The high school is charged with the responsibility of providing programs of study which lead not only to academic excellence but also occupational competency. If the high school is to accomplish its objectives, it must have a means of obtaining the information necessary to plan and extend its curriculum. Perhaps the best, and certainly the most direct, means of obtaining occupatioanl information is the occupational survey designed to cover every place of employment in the community.

COMMUNITY DESCRIPTION

The Northwest R-I school district covers the northwest corner of Jefferson County. The district is located to the southwest of St. Louis on Missouri highway 30.

The population of the school district is approximately 65,000. The area is largely residential with several businesses located along the main highway. These businesses include retail and wholesale distributors, manufacturing firms and other businesses engaged in transportation, recreation, and other services.

The Northwest Senior High campus, housing grades 9-12, has an enrollment of 2,100 students. Northwest High School has the highest rating given by the State Department of Education, that of AAA.

Northwest High School utilizes three avenues of approach to education: college preparatory, general high school, and vocational education. Various vocational education subjects are available to students at Northwest. Among these are a career exploration program designed to help students become acquainted with the various careers available to them, secretarial and office practice, which will qualify students for a position immediately after graduation, and distributive education for students preparing for careers in marketing, management, and merchandising. Students may also select from courses such as

architectural drafting, automotive technology, building trades, electronic technology, heating, refrigeration and air conditioning, and welding offered in conjunction with Jefferson College. There is also a vocational program designed for the disadvantaged and handicapped.

The general high school avenue is designed to give a wide variety of experience. It is not vocational, yet one is at liberty to select those subjects which give a background for the vocational fields. A person following this approach will also take sufficient academic courses to permit his admission to a Liberal Art College.

The third approach to education is College Preparatory. In this area, a wide variety of courses in many different fields is offered. Among these are creative writing, foreign languages, math analysis, introductory statistics and probablity, trigonomontry, advanced chemistry, advanced biology, economics and many more.

PURPOSE

The purpose of this study is to determine the occupational opportunities in the Northwest R-I school district. The area includes the communities of Fenton, High Ridge, House Springs, Cedar Hill, and Dittmer, Missouri. The study would attempt to determine the types of full and part-time jobs available for high school students between 16-18 years of age as well as graduates of the school system. Also, it would attempt to measure employers' interest in working with various cooperative education programs in the school. This would serve as a guide in determining what areas might need to be expanded or deleted from the present offering of the high school. Another objective was to collect information regarding employers' attitiudes toward the present adult education program and courses the employers would like added to the adult program.

The Occupational Survey was conducted from April 3 to April 21, 1978. The personal interview was used to contact employers at their places of business. All interviewers were trained for the process.

Representatives of 550 firms were contacted. Information was obtained from 487 businesses, which represents 88.5 percent of the total. Each business was sent a letter, from the school superintendent explaining the purpose of the survey and the manner in which the information would be obtained.

The local news media publicized the survey. The results of the coordinated letter and media campaign produced a very favorable reception for the interviewers.

SCOPE AND METHOD SURVEY

The Occupational Survey of Northwest R-I school district was sponsored by the Northwest R-I school district in cooperation with the State Department of Education. The survey was conducted from April 3 to 21, 1978. The information obtained in this report will be helpful to the school system, to the businesses and industrial enterprises of Jefferson County, and to outside agencies looking for new locations.

The Occupational Survey included all businesses in the Northwest R-I school district except employers of domestic workers and churches.

The personal interview method was used to gather information from employers at their places of business. All interviews and call-back interviews took fifteen days to complete. The interviewing process was conducted by 22 members of an Occupational Analysis class offered by Central Missouri State University. A list of 550 businesses and their addresses was furnished to the interviewers. The list was compiled from telephone directories, personal canvas, and the tax records for the Northwest R-I school district. The data in this report represents the responses of 487 of the total list of 550 businesses.

Each of the 550 businesses was sent a letter explaining the purpose and procedure for conducting the survey. They received this

one day in advance of the begining of the personal interview. The Meramac Community Press, the local newspaper, also published an article preceding the interview explaining the nature of the survey. Each interviewer was given a folder containing the questionnaire, a copy of the letter sent to the business, and a map of the school district.

Reorganized School District Number One

JEFFERSON COUNTY

ADMINISTRATION BUILDING
BOARD OF EDUCATION
P. O. BOX 331
HIGH RIDGE, MISSOURI 63049
PHONES: 376-6133 OR 677-3473

MAILING ADDRESS,
ALL SCHOOL LOCATIONS:
P. O. BOX 500
HOUSE SPRINGS, MISSOURI 63051
STATE CODE 080-001

March 29, 1978

Dear Mr. Businessman:

The Reorganized School District Number One is conducting an Occupational Survey from April 3 to April 14, 1978.

During this time someone will be contacting you personally. We would sincerely appreciate your cooperation in answering a few short questions to determine what type of training our students will need to become employable in Jefferson County.

The information we are requesting is to be used to evaluate the effectiveness of our vocational program and enable us to determine where to expand our curricular offerings. In general, we are looking for ways to better serve this school district and the people in it.

All information will be published in tabular form only. Individual businesses will not be identified.

Thank you for your assistance in bettering the school system of the Reorganized School District Number One.

Sincerely,

E. Dean Burns

E. Dean Burns
Acting Superintendent

EDB:ar

MURPHY ELEMENTARY SCHOOL 326-0577
HIGH RIDGE ELEMENTARY SCHOOL 376-4350
HOUSE SPRINGS ELEMENTARY SCHOOL 375-3224
MAPLE GROVE ELEMENTARY SCHOOL 285-2323
CEDAR HILL MIDDLE SCHOOL 285-2301
HOUSE SPRINGS MIDDLE SCHOOL 375-3288
TRANSPORTATION DEPARTMENT 375-3512
CUSTODIAL DEPARTMENT 375-3157
NORTH JEFFERSON MIDDLE SCHOOL 376-5844 & 677-3577
NORTHWEST HIGH SCHOOL 375-3243 & 677-3470
CENTRAL CAFETERIA 375-3601 & 677-3554
AREA CODE: 314

NORTHWEST R-I SCHOOL DISTRICT

OCCUPATIONAL SURVEY

I. Business Name_____

Address_____

Respondent's Name_____ Position_____

II. SEE BACK

III. Where do you secure new employees? (Employment office, Newspaper ad, etc.)

Primary source:_____

IV. Average yearly employee turnover:_____

V. Employment outlook: 1 yr._____ 2 yr._____ Long range_____

VI. Age of employees (approximate) Under 21_____ 21-50_____ Over 50_____

VII. Would you be willing to cooperate with the school in training students on the job during school hours in your area? YES_____ NO_____

In what areas:

Sales	Small Motors	Electronics
Food Service	Heating/Refrigeration	Office
Carpenter	Plumber	Health Occ.
Electrician	Auto Mechanic	Stock Clerk
Whole-Saling	Auto Body	Station Attend.
Other:_____		Clothing Mdse.

_____

VIII. What vocational education classes would you suggest or desire for your employees

Welding	Sales	Other:_____
Woodworking	Advertising	_____
Plumbing	Auto Mechanics	_____
Accounting	Auto Body	_____
Home Ec.	Management	_____

IX. Would you hire someone who did not complete their high school education?

YES_____ NO_____

Thank you for your time. The results of the survey will be available to anyone who would like to see them when they are completed.

OBJECTIVES OF THE SURVEY

The objectives of the Northwest R-I Occupational Survey were agreed upon by the Local Advisory Council for Vocational Education and the Northwest R-I School District.

One of the objectives of the survey was to locate part-time and full-time career opportunities for youth and adults. It is the responsibility of every school system and every community to work jointly toward future employment of high school students. The employers should keep the school informed of their needs, and the schools should try to supply capable workers.

Another objective was to secure occupational information for guidance purposes and curriculum revisions. Students should be kept informed of local employment needs and projections. Many students move from a community thinking there is no place for them. If administrators and counslors keep abreast of community needs, many students that would be leaving might be retained in that community.

The third objective was to ascertain the employers' interest in adult education. Many employees need to keep abreast of changes in their work area. One may be very efficient when hired for a position, but new methods, technology, and ideas may soon escape him without continued education. A very meaningful way of contiuing this education is evening adult education classes. These

classes can help assure the employer that his employees are keeping up to date on current ideas and trends.

One objective of a survey of this type should be that of securing information for industrial and community planning. Businesses are interested in local employment conditions. Many new businesses look for employment information before moving into a community. Certainly, the results from an occupational survey could be used to encourage potenial new businesses to locate in a community. Also, these results could be used to improve local business methods and employment standards. The community, the school, and the student should profit from the occupational survey.

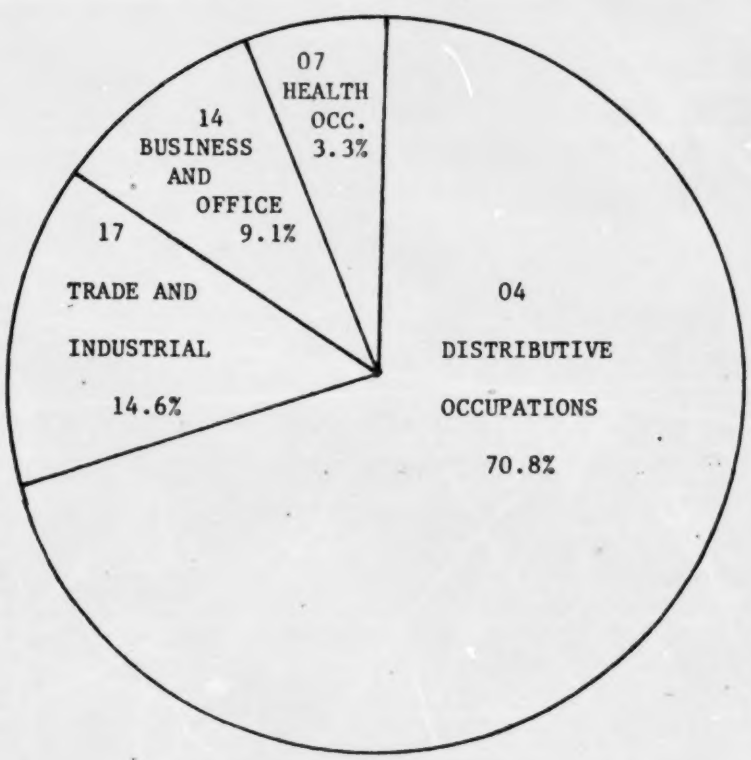
SURVEY RESULTS

Question II

In order to determine current employment in the Northwest R-I school district, employers were asked to list job titles and number of employees in each job. These jobs were then catagorized by the U.S.O.E. codes.

The area that showed the most employment opportunity was Distributive Occupations with 70.8 percent. Following this area were Technical Trades and Industrial (14.6%), Office, Secretarial and Clerical (9.1%), and Health Occupations (3.3%).

The follwong chart represents the information found from question II.

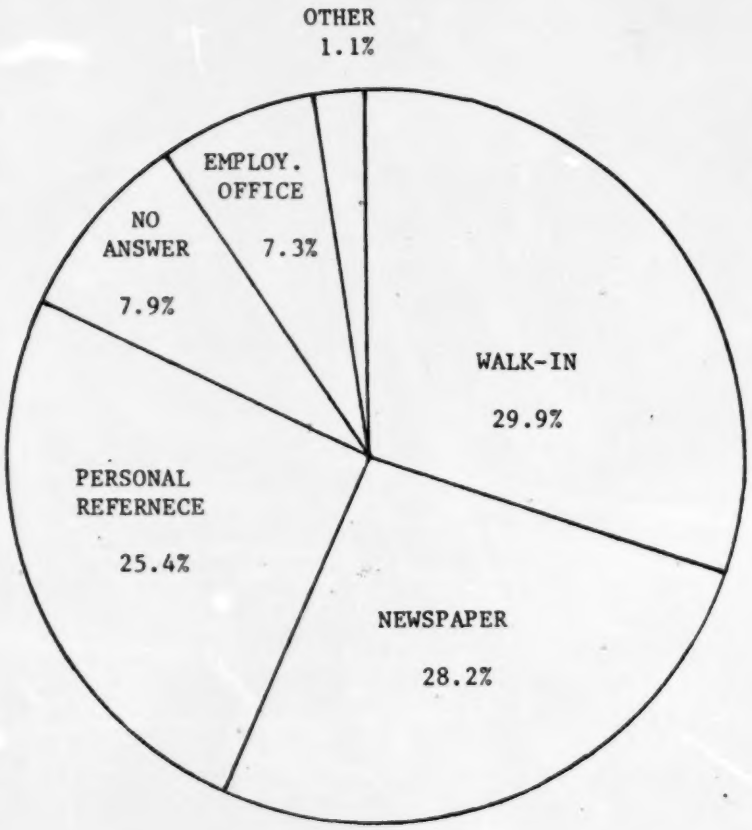


TABULATION SUMMARY

Question III

"Where do you secure new employees?"

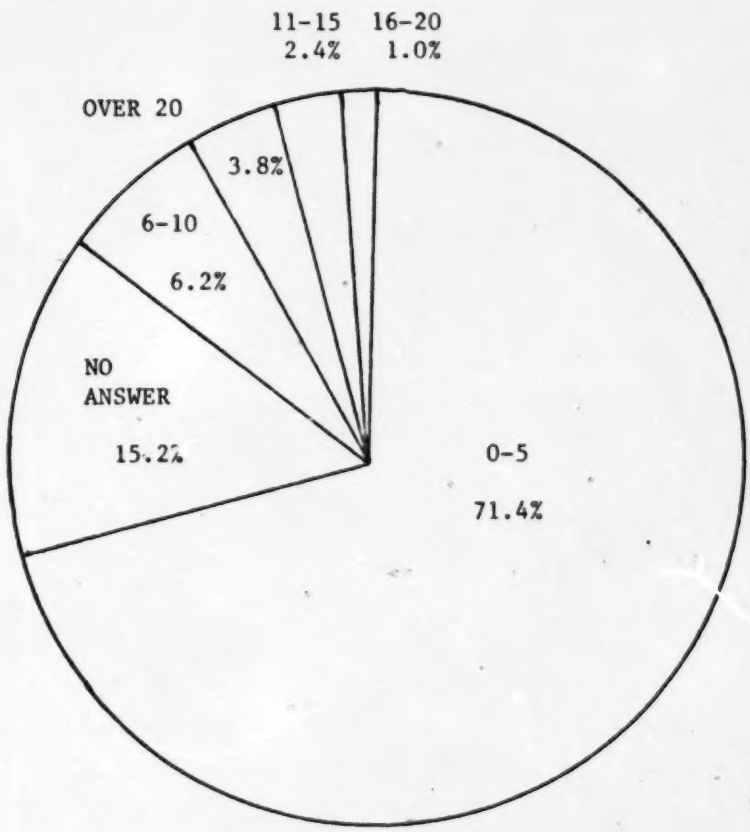
Answers to question III indicates that most new employees are hired from people who "walk-in", fill out applications when no job opening has been advertised, and by those people who answer newspaper help-wanted advertisements. It is interesting to note that only 7.3 percent of new employees were hired through either a public or private employment agency.



Question IV

"Average yearly employee turnover."

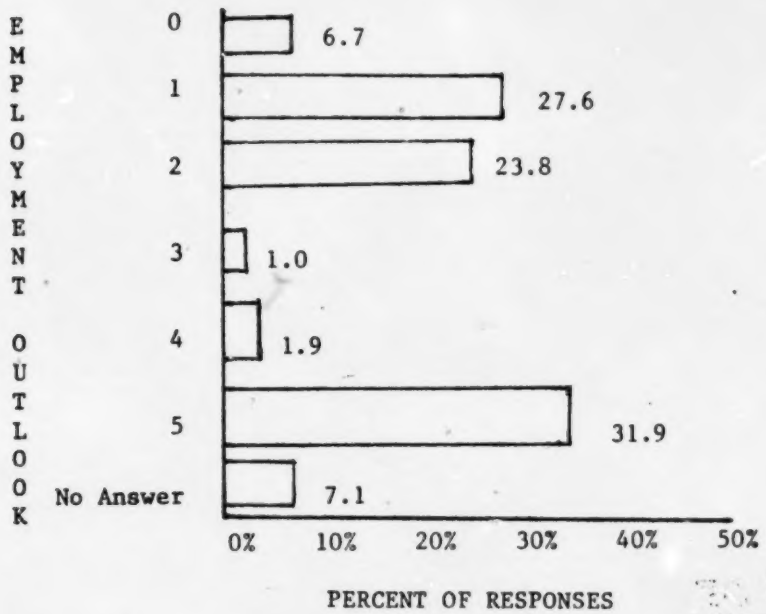
Employee turnover did not appear to be a major problem. 71.4% of the firms interviewed have an average of five or less employees leaving during the year. If we take the mean of each range and multiply it by the number of firms answering in each range, we can predict approximately 1,717 vacancies each year due to employee turnover.



Question V

Employment Outlook: 1yr.___ 2yr.___ Long Range___

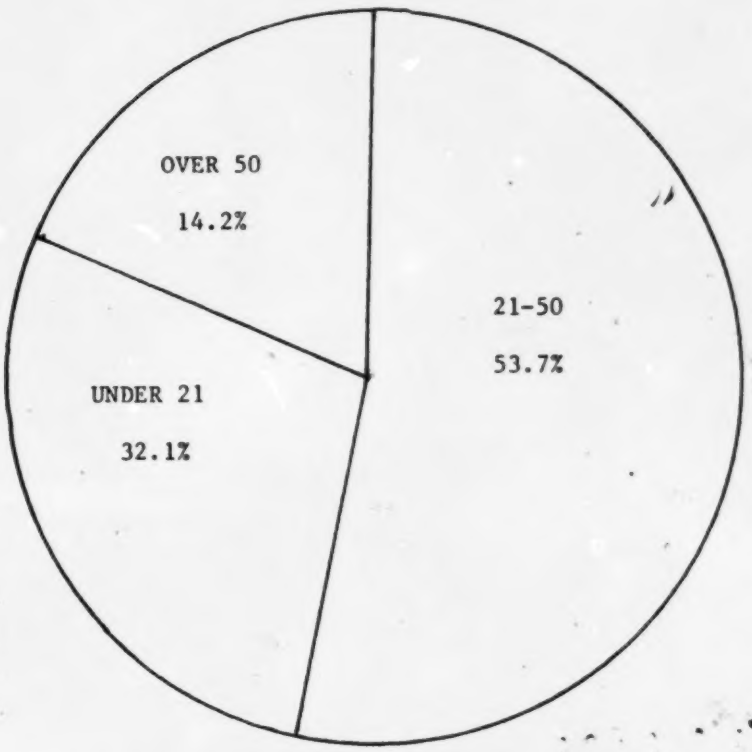
Question V asks employers to predict what their employment needs will be in the future. Insufficient data was obtained to make any long range predications, but for a one-year period, employment opportunities are relatively good. These figures could be misleading if they are taking into consideration without taking account the data from question IV. Answers given must surely reflect employers' anticipation of regular employee turnover. However, this data does indicate some "new position" employment needs of the area surveyed. The results reflect an employment outlook of 1,192 jobs during the next year. A majority (51.4%) of the businesses anticipate hiring two or fewer new employees during the next year.



Question VI

"Ages of employees (approximate) Under 21____ 21-50___ Over 50___."

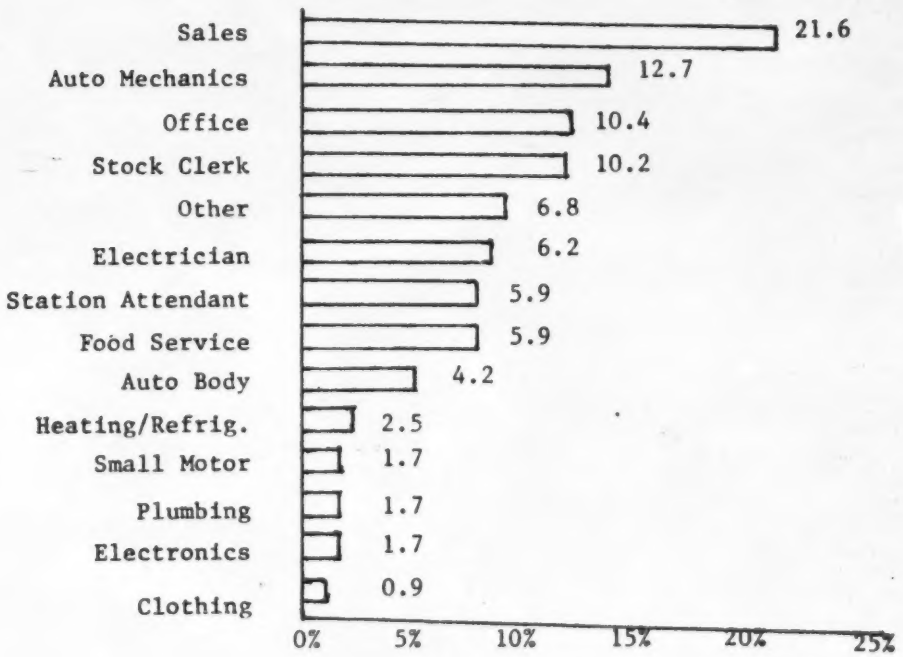
Some of the firms contacted did not wish to respond to this question. Although this is not a total picture of employees' ages in the survey area, it does indicate a trend that could be expanded for the entire area. As would be expected, employees in the age range 21-50 accounted for 53.7% of the responses. It is interesting to note that 32.1% are below the age of 21. This indicates a good employment opportunity for youth in our area.



Question VII

"Would you be willing to ccoperate with the school in training students on the job during school hours in your area?"

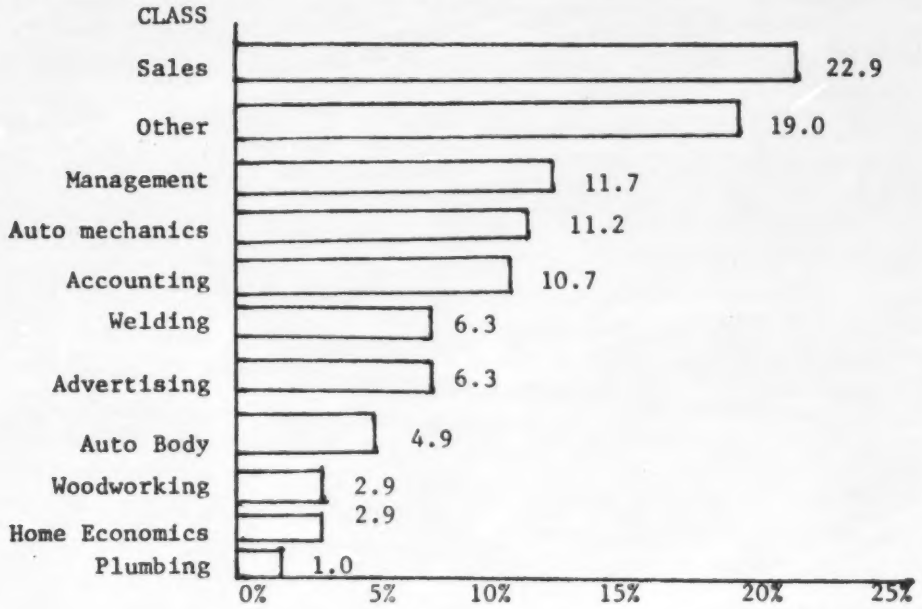
For curricular planning and possible expansion of the co-operative method of education, question VII is of vital importance. Each firm was asked if they would be willing to cooperate with the school in training students on the job. Sixty-nine and one-half percent of those surveyed said they would be willing to cooperate, if possible. Those willing to cooperate were further asked in what area(s) they would help train students. The following graph shows the results of this question.



Question VIII

"What vocational education classes would you suggest or desire for your employees?"

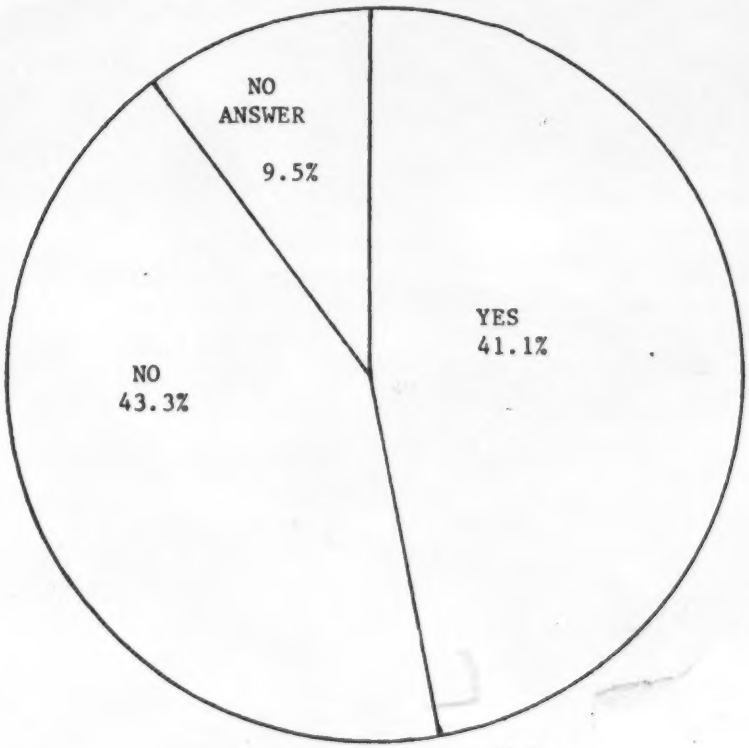
In order to determine employer desires for adult education programming they would like offered for their employees, question VIII asked them to choose from the list provided. These results should be taken into account when future adult courses are planned. Many of the courses are presently offered by Jefferson College or other junior colleges in the surronding area. The following graph represents the responses to question VIII.



Question IX

"Would you hire someone who did not complete their high school education?"

To demonstrate the need for students to complete their high school education, employers were asked if they would hire someone who had not completed high school. The results of this question are misleading when looked at without explanation. Almost one-half (47.1%) of those surveyed said they would hire someone without a high school education. However, a majority of employers saying they hire non-graduates, qualified their answer by stating they would if the person were qualified for the job opening. To obtain more accurate data about an employer's prefererence, this question should be reworded. The results are given in the following chart.



SUMMARY AND RECOMMENDATIONS

The survey showed that the majority of the businesses in the R-I school district are small. The average number of employees per firm was 5.4.

Employment concentration in the district is in the area of Distributive Occupations and Trade and Industrial Occupations. Business and Office and Health Occupations did not show as many opportunities because there are fewer firms of those types in the school district. However, in the surrounding area there are many possibilities for employment in Business and Office and Health Occupations. These places of employment are within easy communting distance from the R-I school district.

Northwest High School now offers only one cooperative education class in the distributive occupation area. Classes in business and office and some trade areas are offered by the high school and by Jefferson College. Cooperative Education has been accepted well by the business community. Of the 487 businesses contacted 69.5% stated they would be willing to cooperate with the school in training students on the job through cooperative education, if possible.

From the data gathered and compiled in this community survey we recommend that:

1. The programs now offered must be kept up to date and current in terms of training our students to enter into the world of work as it changes in our area and on a national level.

2. Further study of the feasability of other cooperative programs for business and office should be undertaken. We feel a substantial number of training stations is available in the immediate areas to the R-I school district and that there would be ample student need and interest for such a program.

3. Although not indicated in the survey, the need for trained people in health occupations indicates the possibility of a program of that nature being beneficial to students and the community alike. A study should be undertaken to determine the level of need for a health occupation program.

4. Increased effort, on the part of teachers and administrators concerned with vocational and cooperative education should be placed on publicizing programs now offered by the R-I school district and in giving recognition to those firms who are cooperating with the school in training students for the world of work.

ACKNOWLEGEMENTS

The Northwest R-I Occupational Survey team would like to express its graditude to the Meramac Community Press, the administrators, and counselors of the R-I school district for their assitance in making the community aware of the survey.

This survey was directed by Dr. Bill Garber, Professor, Central Missouri State University. The survey tea: would like to especially thank Dr. Garber for his help and understanding on this project.

We would also like to express our appreciation to the local business community, not only for their support, but also for their support during the survey of the Northwest R-I school system.

SURVEYORS

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2. Grace Self
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